

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 01466 240020Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-05 H-02 INR-10
L-03 NSAE-00 NSC-05 PA-02 SP-02 SS-15 USIA-15
AID-05 COME-00 EB-08 FRB-01 TRSE-00 XMB-04
OPIC-06 LAB-04 SIL-01 OMB-01 /102 W
-----112107 240027Z /20

P 240011Z MAR 78
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC PRIORITY 6772
INFO AMCONSUL CALGARY
AMCONSUL HALIFAX
AMCONSUL MONTREAL
AMCONSUL QUEBEC
AMCONSUL TORONTO
AMCONSUL VANCOUVER
AMCONSUL WINNIPEG

UNCLAS OTTAWA 01466

E.O. 11652: N/A
TAGS: ECON, CA
SUBJECT: MEDIA REACTION TO TRUDEAU NEW YORK SPEECH
MARCH 22, 1978

1. SUMMARY. TRUDEAU SPEECH CARRIED LIVE ON CANADIAN TELEVISION AND WIDELY REPORTED IN PRESS MARCH 23. MOST COMMENTARY SAID SPEECH WAS SUCCESSFUL IN PRESENTING CONFIDENT PICTURE OF CANADIAN ECONOMY (AND OF PRIME MINISTER TRUDEAU) TO NEW YORK FINANCIAL COMMUNITY, BUT THAT IT PRESENTED LITTLE NEW AND OFFERED TO CANADIAN AUDIENCE NO SPECIFICS ON EXISTING ECONOMIC PROBLEMS IN THIS PRE-ELECTION PERIOD. SOME COMMENTATORS SAID ECONOMIC DATA USED IN SPEECH TO SHOW CANADIAN ECONOMY WAS DOING WELL WAS HIGHLY SELECTIVE AND IN PART MISLEADING. END SUMMARY.

2. CBC AND PRIVATE CHANNELS CARRIED LIVE PRIME MINISTER UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OTTAWA 01466 240020Z

TRUDEAU'S SPEECH TO NEW YORK ECONOMIC CLUB EVENING OF MARCH 22.

3. TELEVISION COVERAGE WAS FOLLOWED BY INTERVIEWS WITH OPPOSITION LEADERS CLARK AND BROADBENT, BOTH OF WHOM PRE-DICTABLY FOUND SPEECH DISAPPOINTING, PRIMARILY BECAUSE TRUDEAU OFFERED NO SPECIFICS ON DEALING WITH EXISTING PROB-

LEMS OF HIGH UNEMPLOYMENT, INFLATION, AND SLOW GROWTH. CLARK AND BROADBENT SAID SPEECH THUS FAILED TO IMPRESS EITHER AMERICANS OR CANADIANS, AND CLARK WONDERED WHY TRUDEAU EVEN BOTHERED TO GO TO NEW YORK.

4. MOST PRESS COMMENT FOLLOWING DAY SAID THAT TRUDEAU HAD BEEN SUCCESSFUL IN PRESENTING CONFIDENT PICTURE OF CANADA'S ECONOMIC OUTLOOK TO NEW YORK FINANCIAL COMMUNITY, BUT AGREED THAT SPEECH UNIMPRESSIVE TO CANADIAN AUDIENCES WHO HAD HEARD IT ALL BEFORE.

5. W.A. WILSON IN OTTAWA JOURNAL SAID PRIME MINISTER HAD CLEARLY WON A PERSONALITY SUCCESS WITH HIS IMPORTANT NEW YORK AUDIENCE. SPEECH TOUCHED SO MANY BASES IT DID NOT SEEM CONSTRUCTED FOR MAXIMUM IMPACT ON ISSUES THAT PRIMARILY AFFECT CONFIDENCE IN CANADA OF HIS AMERICAN AUDIENCE. YET PRIME MINISTER'S CONFIDENCE COMES ACROSS STRONGLY TO FOREIGN AUDIENCES; HE IS AN IMPRESSIVE FIGURE, WILSON SAID, AND IT WAS APPARENTLY THAT THAT CARRIED THE NIGHT.

6. WILSON NOTED TRUDEAU MADE "CLEAR STATEMENTS" OF EXTENT TO WHICH HE HAS MOVED AWAY FROM HIS EARLIER APPROACHES TO POLICY ISSUES. HE ACKNOWLEDGED THAT GOVERNMENT SPENDING HAD MOVED TOO FAR, TOO FAST; THAT SOCIAL POLICY PURSUITS MUST REMOVE THEMSELVES AS AGENTS OF INFLATION; AND THAT UNCLASSIFIED

UNCLASSIFIED

PAGE 03 OTTAWA 01466 240020Z

THERE NEEDED TO BE REDUCED BUREAUCRATIC INTRUSIONS IN THE ECONOMY.

7. DON MCGILLIVRAY IN OTTAWA CITIZEN TOOK ISSUE WITH MANY ECONOMIC STATISTICS USED BY TRUDEAU. HE NOTED TRUDEAU SAID THAT CANADA HAD NOT SUFFERED "RECESSION" IN 1974-75 WHEN GNP IN FACT DECLINED OVER FOUR QUARTERS; THAT THERE WAS "RENEWED SPIRIT OF FEDERAL/PROVINCIAL COLLABORATION," JUST AFTER FINANCE MINISTER CHRETIEN TOOK ISSUE WITH ONTARIO PREMIER DAVIS FOR INCREASING THE PROVINCE'S TAXES AND THEN CRITICISING OTTAWA FOR DELAYING JOB CREATION MEASURES; AND THAT "POLICY CORRECTIONS ARE BEGINNING TO TAKE HOLD" WHEN INDUSTRIAL PRODUCTION IN JANUARY WAS LOWER THAN A YEAR EARLIER.

8. MCGILLIVRAY ALSO FOUND TRUDEAU'S STATEMENTS VAGUE AND CONTRADICTORY, SUCH AS THE PRIME MINISTER'S CALL FOR "FREER TRADE--SO LONG AS IT DOES NOT AGGRESSIVELY THREATEN LONG ESTABLISHED INDUSTRIES AND COMMUNITIES."

9. TORONTO STAR HAD UNSIGNED EDITORIAL UNDER LEAD SAYING "TRUDEAU HAS QUESTIONS, NOT ANSWERS." EDITORIAL SAID IF

SPEECH WAS EXERCISE TO SHOW THAT CANADA IS STILL SAFE FOR FOREIGN INVESTMENT, IT PROBABLY SUCCEEDED. BUT IF IT WAS INTENDED TO SHOW THAT TRUDEAU CAN INVIGORATE CANADA, THEN IT WAS DISAPPOINTING. CANADA NEEDS LEADERS WHO NOT ONLY UNDERSTAND PROBLEMS BUT WHO ARE DRIVEN TO FIND ANSWERS. TRUDEAU DID NOT SHOW THAT QUALITY, BUT NEITHER DID CLARK OR BROADBENT IN THEIR TELEVISED RESPONSES.

10. COMMENT. WE HAVE IMPRESSION SPEECH IN FACT ACHIEVED ITS OBJECTIVES OF PRESENTING CONFIDENT PICTURE OF CANADIAN ECONOMY TO NEW YORK AUDIENCE. IN CANADA, SPEECH IS VIEWED AS PART OF PRE-ELECTION POLITICKING, PRESENTED NO NEW APPROACHES, AND THUS LACKED MUCH IMPACT. ENDERS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ECONOMIC CONDITIONS, NEWS MEDIA COMMENTS, SPEECHES
Control Number: n/a
Copy: SINGLE
Draft Date: 24 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978OTTAWA01466
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780129-0416
Format: TEL
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780328/aaaaaxna.tel
Line Count: 128
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 42f037be-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3212282
Secure: OPEN
Status: NATIVE
Subject: MEDIA REACTION TO TRUDEAU NEW YORK SPEECH MARCH 22, 1978
TAGS: ECON, CA, (TRUDEAU, PIERRE ELLIOT)
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/42f037be-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014